2000 DIRECT MARKETING SURVEY HIGHLIGHTS

Results of the 2000 Direct Marketing Survey show there were 6,667 producers selling agricultural products directly to consumers, up from 6,125 in 1987. This was nearly 18 percent of all New York farms. Value of these sales was over $230 million, more than double the value in 1987.

Average sales per farm selling products directly to consumers in 2000 was $34,530, almost double the 1987 average of $18,328.

Nursery and greenhouse products had the highest value of direct sales, over $107 million compared with only $45.2 million in 1987.

Vegetable direct sales totaled $36.7 million in 2000, up from $24.4 million in 1987.

Fruit direct sales was third most important at $36.7 million, nearly triple the sales of $12.8 million in 1987.

Meat, poultry and dairy direct sales in 2000 was $14.5 million, compared with $19.5 million in 1987.

Number of Farms in New York	38,000
Number Direct Marketing to Consumers	6,667
Percent of Total	17.5
Total Direct Sales (000)	$ 230,213
Average Sales Per Farm Selling Direct	$ 34,530
All Farm Cash Receipts (000)	$3,125,415
Direct Sales Percent	7.4
Fruit Direct Sales (000)	$ 36,673
Number Selling Direct	1,644
Vegetable Direct Sales (000)	$ 36,681
Number Selling Direct	2,259
Nursery and Greenhouse Direct Sales (000)	$ 107,275
Number Selling Direct	2,641
Meat, Poultry and Dairy Direct Sales (000)	$ 14,465
Number Selling Direct	1,666
Other Ag Products Direct Sales (000)	$ 35,119
Number Selling Direct	2,701

NUMBER OF DIRECT MARKETING PRODUCERS

The total number of New York producers doing direct marketing of some type in 2000 was 6,933 compared with 6,941 in 1987. This is 18 percent of all farms in the state. If farms with one or more milk cows are excluded, because only a few are involved in direct marketing, then nearly 1 of every 4 remaining farms does some direct marketing.

The survey indicated 6,667 producers were selling products direct to consumers and 1,866 were selling direct wholesale. There were 5,064 with direct sales only to consumers, 266 only direct wholesale and 1,603 selling both to consumers and direct wholesale.

Table 1: Number of Producers Direct Marketing Agricultural Products by Category, New York, 1987 and 2000

Category	Number of Producers		Percent of Total Direct Marketers 1/	
	1987	2000	1987	2000
Direct to Consumers	6,125	6,667	88	96
Wholesale to Others	2,734	1,866	39	27
Total Direct Marketers	6,941	6,933	100	100
Direct to Consumers Only	4,206	5,064	61	73
Wholesale to Others Only	815	266	12	4
Direct to Consumers and Wholesale to Others	1,920	1,603	27	23
Total Direct Marketers	6,941	6,933	100	100

1/ Percentages do not add to 100 because of farms which conduct business in both categories.

Table 2: Number of Producers in Direct Marketing, by Geographic Region, New York, 1987 and 2000

Region 1/	Direct				Wholesale				All			
	Number		Percent		Number		Percent		Number		Percent	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
Northern	385	330	6	5	268	107	10	6	483	352	7	5
Northeast	120	267	2	4	50	89	2	5	122	271	2	4
Western	1,644	1,588	27	24	633	401	23	21	1,882	1,641	27	24
Central	881	1,198	15	18	450	323	17	17	990	1,236	14	18
Eastern	693	909	11	14	341	245	12	13	747	928	11	13
Southwest	642	568	11	8	248	189	9	10	721	605	10	9
Southern	446	505	7	8	80	122	3	7	452	519	7	7
Southeast	987	1,016	16	15	444	297	16	16	1,100	1,058	16	15
Long Island	327	286	5	4	220	93	8	5	444	323	6	5
TOTAL	**6,125**	**6,667**	**100**	**100**	**2,734**	**1,866**	**100**	**100**	**6,941**	**6,933**	**100**	**100**

1/ See map on page 39 for regional boundaries.

DIRECT SALES TO CONSUMERS

The value of all agricultural products marketed directly to consumers by New York producers in 2000 totaled over $230 million, more than twice the total in 1987. Almost 18 percent of the State's farmers reported some direct sales and averaged $34,530 per farm selling direct. Direct sales to consumers accounted for 7.4 percent of all farm cash receipts.

Nursery and greenhouse products lead the way and accounted for 47 percent of the total, with direct sales of $107 million. Direct sales averaged $40,169 per producer selling direct. Direct marketing accounted for 34 percent of all cash receipts from nursery and greenhouse products.

Vegetables were second most important with 16 percent of the total. Direct sales totaled $36.7 million and averaged $16,238 per farm selling direct. Direct marketing accounted for 8 percent of all cash receipts for vegetable crops.

Fruits and berries placed third with direct sales of $36.7 million, or 16 percent of the total. Direct sales averaged $22,307 per farm selling direct and accounted for 18 percent of all cash receipts for fruits and berries.

Meat, poultry and dairy products were in fourth place with direct sales of $14.5 million, or 6 percent of the total. Direct sales averaged $8,682 per farm selling direct. Because most milk is sold wholesale, direct sales in this category accounted for only 0.7 percent of all cash receipts for these products.

Other agricultural products such as maple, honey, cider, firewood, etc. accounted for $35.1 million in direct sales. Direct sales averaged $13,002 per farm.

Table 3: Number of Producers Marketing Directly to Consumers, Average Sales per Farm, and Percent of Total Receipts Attributed to Direct Sales, New York, 1987 and 2000

	1987	2000
Number of Farms in New York	40,500	38,000
Number Direct Marketing to Consumers	6,125	6,667
Percent of Total	15.1	17.5
Total Direct Sales (000)	$ 112,259	$ 230,213
Average Sales Per Farm Selling Direct	$ 18,328	$ 34,530
All Farm Cash Receipts (000)	$2,526,500	$3,125,415
Direct Sales Percent	4.4	7.4
Fruit Direct Sales (000)	$ 12,778	$ 36,673
Number Selling Direct	1,043	1,644
Average Direct Sales	$ 12,250	$ 22,307
All Fruit Cash Receipts	$ 143,711	$ 202,941
Direct Sales Percent	10.3	18.1
Vegetable Direct Sales (000)	$ 24,438	$ 36,681
Number Selling Direct	1,741	2,259
Average Direct Sales	$ 14,037	$ 16,238
All Vegetable Cash Receipts (000)	$ 261,112	$ 469,460
Direct Sales Percent	9.4	7.8
Nursery and Greenhouse Direct Sales (000) 1/	$ 45,165	$ 107,275
Number Selling Direct	1,400	2,641
Average Direct Sales	$ 32,261	$ 40,619
All Nursery and Greenhouse Cash Receipts (000)	$ 208,046	$ 315,504
Direct Sales Percent	21.7	34.0
Meat, Poultry and Dairy Direct Sales (000)	$ 19,478	$ 14,465
Number Selling Direct	1,715	1,666
Average Direct Sales	$ 11,358	$ 8,682
Meat, Poultry and Dairy Cash Receipts (000)	$1,800,193	$1,930,727
Direct Sales Percent	1.1	.7
Other Ag Products Direct Sales (000) 2/	$ 10,401	$ 35,119
Number Selling Direct	1,911	2,701
Average Direct Sales	$ 5,443	$ 13,002

1/ Includes Christmas trees in 2000.
2/ Includes Christmas trees in 1987.

NUMBER SELLING DIRECT by Marketing Method

A farm building was the most common outlet used by producers to market products directly to consumers. Thirty-six percent of all direct marketers used a farm building and it was the most common method for meat, poultry and dairy products *(45 percent)*, nursery and greenhouse *(27 percent)*, and "Other" ag products *(47 percent)*. Other methods of sale such as mail order, delivery route, community supported agriculture, etc. was the next most common method of direct sales accounting for 27 percent.

The third most common outlet was retail farmers' markets, totaling 25 percent. These outlets were used by 45 percent of the vegetable direct marketers and 34 percent of the fruit and berry direct marketers.

Pick your own was the leading method for fruit growers with 40 percent making some use of it. Nursery and greenhouse marketers also made good use of this method with 27 percent involved. This largely reflects cut your own Christmas tree operations.

Open stands were used by 42 percent of the vegetable direct marketers and 29 percent of the fruit and berry direct marketers. Roadside markets were used by 26 percent of the fruit and berry direct marketers.

Many producers used more than one method of direct sale so the number by method of sale adds to more than total number of producers marketing direct as shown in the right hand column of Table 4.

Table 4: Number of Producers Marketing Directly to Consumers by Product Category and Marketing Method, New York, 1987 and 2000

Product Category	Marketing Method												Producers Marketing Direct	
	Roadside Market		Open Stand		Pick Your Own		Farm Building		Retail Farmers' Market		Other			
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
Fruits and Berries	264	423	261	471	437	664	194	278	192	564	67	174	1,043	1,644
Percent of Producers	25	26	25	29	42	40	19	17	18	34	6	11	100	100
Vegetables	353	501	662	942	143	234	274	319	444	1,024	240	234	1,741	2,259
Percent of Producers	20	22	38	42	8	10	16	14	26	45	14	10	100	100
Nursery & Greenhouse	487	512	196	608	61	716	509	712	233	512	167	341	1,400	2,641
Percent of Producers	35	19	14	23	4	27	36	27	17	19	12	13	100	100
Meat, Poultry & Dairy	55	82	16	93	10	11	1,247	753	29	219	415	768	1,715	1,666
Percent of Producers	3	5	1	6	1	1	73	45	2	13	24	46	100	100
Forest Products	15	-	62	-	178	-	207	-	7	-	190	-	609	-
Percent of Producers	2	-	10	-	29	-	34	-	1	-	31	-	100	-
Other Ag Products	109	479	119	267	-	59	925	1,258	188	430	240	830	1,302	2,701
Percent of Producers	8	18	9	10	-	2	71	47	14	16	18	31	100	100
All Products	859	1,043	1,002	1,622	748	1,475	3,110	2,388	712	1,690	1,130	1,796	6,125	6,667
Percent of Producers	14	16	16	24	12	22	51	36	12	25	18	27	100	100

FRUITS AND BERRIES by Method of Sale

There were 1,644 fruit and berry producers that marketed products directly to consumers during 2000, up from 1,043 in 1987. Sales of these products amounted to $36.7 million or $22,307 per fruit and berry producer selling direct. Although 40 percent of these producers had pick your own sales, this method accounted for only 26 percent of the sales. Roadside markets were used by 26 percent of the producers. Sales through these outlets were 39 percent of the total value. Twenty-nine percent of the producers had open stands, but sales through these outlets was only 8 percent of the total sales. Many of these 1,644 producers used more than one method of direct marketing.

Table 5: Number of Fruit and Berry Producers Marketing Products Directly to Consumers and Value of These Products, by Method of Sales, 1987 and 2000

Method of Sale	Number of Producers		Percent 1/		Value		Percent	
	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars			
Roadside Market	264	423	25	26	6,173	14,413	48	39
Open Stand	261	471	25	29	754	2,771	6	8
Pick Your Own	437	664	42	40	2,497	9,654	19	26
Farm Building	194	278	19	17	1,522	2,771	12	8
Retail Farmers' Market	192	564	18	34	738	5,487	6	15
Other	67	174	6	11	1,094	1,577	9	4
TOTAL	**1,043**	**1,644**	**100**	**100**	**12,778**	**36,673**	**100**	**100**

1/ Many producers used more than one method of sale.

FRUITS AND BERRIES by Kind

Nearly half *(45 percent)* of the fruit and berry direct marketers reported selling apples direct. Apple sales valued at $19.8 million accounted for 54 percent of direct sales of fruits and berries. Strawberries ranked second with 36 percent of the producers reporting direct sales of $5.3 million. This was 14 percent of all fruits and berries sold direct. For strawberries direct sales accounted for 67 percent of all sales of these berries by direct marketers. For apples, peaches and pears direct sales accounted for 37, 36, and 29 percent, respectively of all sales of each fruit sold by these producers. The value of grapes marketed directly was 20 percent of total grape sales by direct marketers. For cherries, the survey indicates direct sales accounted for 21 percent of all sales by direct marketers. For all fruit products direct sales accounted for 40 percent of the total fruit sales made by direct marketers.

Table 6: Number of Fruit and Berry Producers Marketing Products Directly to Consumers and Value of These Products, by Product, 1987 and 2000

Product	Number of Producers Selling Product Direct		Percent 1/		Gross Value of Direct Sales		Percent Sold Direct		Derived Gross Value of Sales	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars				1,000 dollars	
Apples	515	746	49	45	7,809	19,808	41	37	19,255	54,002
Cherries	109	301	10	18	205	1,083	99	21	206	5,272
Grapes	125	241	12	15	594	1,146	13	20	4,435	5,839
Peaches	171	449	16	27	702	3,001	53	36	1,325	8,251
Pears	146	289	14	18	407	672	48	29	855	2,337
Raspberries	180	516	17	31	373	1,454	91	54	411	2,679
Strawberries	328	594	31	36	2,273	5,302	90	67	2,531	7,925
Other	191	534	18	32	415	4,207	94	73	439	5,751
TOTAL	**1,043**	**1,644**	**100**	**100**	**12,778**	**36,673**	**43**	**40**	**29,457**	**92,056**

1/ Most producers sold more than one kind of fruit direct.

VEGETABLES by Method of Sale

An estimated 2,259 vegetable and potato producers marketed their products directly to consumers in 2000, up from 1,741 in 1987. Direct sales totaled $36.7 million and averaged $16,238 per producer selling direct. About 42 percent of producers sold through open stands which accounted for 21 percent of direct sales. Forty-five percent used retail farmers' markets which covered 27 percent of direct sales. A roadside market was used by 22 percent and accounted for 34 percent of direct sales of all vegetables. A farm building was used by 14 percent and accounted for 3 percent of direct sales. Pick your own was used by only 10 percent of the vegetable direct marketers and accounted for only 6 percent of direct sales. Many of the 1,741 producers used more than one method of direct marketing.

Table 7: Number of Vegetable Producers Marketing Products Directly to Consumers and Value of These Products, by Method of Sales, 1987 and 2000

Method of Sale	Number of Producers		Percent 1/		Value		Percent	
	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars			
Roadside Market	353	501	20	22	9,367	12,458	38	34
Open Stand	662	942	38	42	5,963	7,869	25	21
Pick Your Own	143	234	8	10	1,409	2,182	6	6
Farm Building	274	319	16	14	2,923	1,287	12	3
Retail Farmers' Market	444	1,024	26	45	4,234	9,750	17	27
Other	240	234	14	10	543	3,135	2	9
TOTAL	**1,741**	**2,259**	**100**	**100**	**24,438**	**36,681**	**100**	**100**

1/ Many producers used more than one method of sale.

VEGETABLES by Kind

The survey found 27 different vegetable crops being sold direct to consumers that had sufficient data for publication. Sweet corn sales led all vegetable crops with a value of over $9.6 million, 26 percent of all vegetables sold direct. Next was tomatoes with sales of $4.6 million or 12 percent of the total. Over one-third of the sale of all tomatoes sold by these direct marketers were sold direct. Pumpkins were in third place with direct sales of $4.2 million, 11 percent of the total. Over half of the vegetable direct marketers reported pumpkins, with a value of direct sales accounting for 49 percent of all their pumpkin sales. Other leading vegetables in decreasing order of the value of direct sales were: potatoes, at $2.5 million; summer squash, at $1.1 million; lettuce, at $0.6 million; onions, at $0.6 million; broccoli, at $0.5 million; winter squash, at $0.5 million; and green beans, at $0.5 million. Sales of all vegetables sold direct to consumers accounted for 22 percent of the gross value of all vegetables sold by producers reporting direct sales.

Table 8: Number of Vegetable Producers Marketing Products Directly to Consumers and Value of These Products, by Product, 1987 and 2000

Product	Number of Producers Selling Product Direct		Percent 1/		Gross Value of Direct Sales		Percent Sold Direct		Derived Gross Value of Sales	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars				*1,000 dollars*	
Asparagus	48	85	3	4	313	156	100	62	313	252
Beans, green	269	390	15	17	469	475	43	37	1,089	1,284
Beets	130	189	7	8	150	152	57	36	264	423
Broccoli	219	178	13	8	237	512	15	15	1,572	3,469
Brussels sprouts	19	11	1	-	8	4	15	8	53	48
Cabbage	281	145	16	6	549	160	19	10	2,971	1,640
Carrots	113	115	6	5	45	445	43	46	105	972
Cauliflower	195	111	11	5	470	315	21	27	2,284	1,146
Chard	57	56	3	2	35	178	11	80	316	223
Corn, sweet	1,254	1,154	72	51	8,701	9,644	35	11	25,067	90,320
Cucumbers	295	334	17	15	327	338	49	33	664	1,009
Eggplant	84	96	5	4	76	134	34	37	226	364
Herbs	32	126	2	6	122	245	26	30	468	824
Lettuce	134	193	8	9	373	642	30	36	1,246	1,762
Melons	238	126	14	6	521	334	50	29	1,033	1,161
Onions	101	186	6	8	1,566	568	8	20	19,597	2,823
Peas, green	140	134	8	6	103	445	55	56	188	790
Peppers	425	946	24	42	698	1,150	23	24	3,012	4,756
Potatoes	423	742	24	33	1,368	2,475	34	17	4,072	14,465
Pumpkins	369	1,180	21	52	2,048	4,200	53	49	3,852	8,585
Radishes	26	52	1	2	10	74	92	8	11	894
Rhubarb	13	33	1	1	7	30	100	37	7	82
Spinach	38	59	2	3	16	249	100	37	16	668
Squash, summer	514	983	30	44	709	1,087	40	37	1,785	2,901
Squash, winter	70	312	4	14	39	508	15	36	262	1,428
Tomatoes	726	1,399	42	62	2,665	4,560	32	37	8,364	12,347
Zucchini	7	74	-	3	8	111	80	83	10	134
All Other	334	761	19	34	2,805	7,490	43	67	6,593	11,193
TOTAL	**1,741**	**2,259**	**100**	**100**	**24,438**	**36,681**	**29**	**22**	**85,440**	**165,963**

1/ Most producers sold more than one kind of vegetable.

MEAT, POULTRY & DAIRY PRODUCTS by Method of Sale

The survey indicated 1,666 producers selling meat, poultry and dairy products directly to consumers in 2000, a slight decrease from 1,715 in 1987. Value of these products was $14.5 million, an average of $8,682 per producer selling direct. A farm building was used by 45 percent of the producers while 13 percent sold products at retail farmers' markets. Only 6 percent had an open stand and 5 percent a roadside market. Other methods of sale such as mail order, delivery route, etc. was used by 46 percent of the producers and accounted for 36 percent of the direct sales.

Table 9: Number of Meat, Poultry and Dairy Product Producers Marketing Products Directly to Consumers and Value of These Products, by Method of Sales, 1987 and 2000

Method of Sale	Number of Producers		Percent 1/		Value		Percent	
	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars			
Roadside Market	55	82	3	5	9,941	2,081	51	14
Open Stand	16	93	1	6	14	1,009	-	7
Pick Your Own	10	11	1	1	13	19	-	-
Farm Building	1,247	753	73	45	7,545	4,738	39	33
Retail Farmers' Market	29	219	2	13	246	1,491	1	10
Other	415	768	24	46	1,739	5,127	9	36
TOTAL	**1,715**	**1,666**	**100**	**100**	**19,478**	**14,465**	**100**	**100**

1/ Many producers used more than one method of sale.

MEAT, POULTRY & DAIRY PRODUCTS
by Product

Nine products were found under this general category with sufficient data for publication. Veal and beef were first in importance, with a value of $3.4 million, nearly one-fourth of the total. Almost half of the direct marketers in this category of products reported some veal or beef sold direct. Eggs sold direct to consumers were valued at $2.2 million, 15 percent of the total. Broilers and chickens, accounted for 12 percent with a value of $1.8 million. Lamb accounted for $1.9 and pork $1.3 million.

Table 10: Number of Meat, Poultry and Dairy Product Producers Marketing Products Directly to Consumers and Value of These Products, by Product, 1987 and 2000

Product	Number of Producers Selling Product Direct		Percent 1/		Gross Value of Direct Sales		Percent Sold Direct		Derived Gross Value of Sales	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars				*1,000 dollars*	
Milk, Cream	79	59	5	4	9,464	412	100	41	9,464	1,013
Cheese	12	67	1	4	302	972	61	16	493	6,218
Eggs	171	497	10	30	2,464	2,155	40	27	6,112	8,025
Veal, Beef	1,230	820	72	49	4,872	3,357	60	60	8,177	5,584
Pork	244	297	14	18	433	1,280	17	52	2,617	2,478
Lamb	294	397	17	24	629	1,885	72	53	879	3,569
Other Meat	140	152	8	9	233	1,161	82	54	284	2,155
Chickens, Broilers	261	260	15	16	231	1,777	100	82	231	2,178
Turkey	80	115	5	7	714	401	99	58	724	686
All Other	98	211	6	13	136	1,065	91	49	150	2,185
TOTAL	**1,715**	**1,666**	**100**	**100**	**19,478**	**14,465**	**67**	**42**	**29,131**	**34,091**

NURSERY & GREENHOUSE PRODUCTS by Method of Sale

There were 2,641 producers indicated to be marketing these products directly to consumers in 2000 with direct sales valued at $107 million. This places nursery and greenhouse products as the leading category of direct marketing with 47 percent of the direct sales of all products. The direct sales value of these products exceeds the combined value for fruits and vegetables of $73.4 million by $33.9 million. Average value of direct sales per producer was $40,169. Pick your own or farm building were evenly split as to the most common method of sale, with 27 percent, using each of these methods. Open stands were used by 23 percent of producers, roadside markets by 19 percent and retail farmers' markets by 19 percent..

Table 11: Number of Nursery or Greenhouse Producers Marketing Products Directly to Consumers and Value of These Products, by Method of Sales, 1987 and 2000 1/

Method of Sale	Number of Producers		Percent 2/		Value		Percent	
	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars			
Roadside Market	487	512	35	19	16,153	35,323	37	33
Open Stand	196	608	14	23	3,833	6,979	8	6
Pick Your Own	61	716	4	27	222	5,075	1	5
Farm Building	509	712	36	27	20,131	26,408	44	25
Retail Farmers' Market	233	512	17	19	1,421	6,099	3	6
Other	167	341	12	13	3,405	27,391	7	25
TOTAL	**1,400**	**2,641**	**100**	**100**	**45,165**	**107,275**	**100**	**100**

1/ Includes Christmas trees in 2000.
2/ Some producers used more than one method of sale.

NURSERY & GREENHOUSE PRODUCTS
by Product

Bedding plants were the most important product with 44 percent of the producers and 46 percent of all direct sales, at $49.4 million. This is more than double the sales in 1987. Trees and shrubs were in second place with 24 percent of the producers and 20 percent of sales, at $21.8 million. Floral and foliage plants were third with 30 percent of the producers covering 18 percent of the sales, at $19.3 million. Thirty-nine percent of the producers sold Christmas trees, but sales only accounted for 7 percent of the total. Cut flowers were carried by 18 percent of the producers and sales covered 4 percent of total sales.

Table 12: Number of Nursery or Greenhouse Producers Marketing Products Directly to Consumers and Value of These Products, by Product, 1987 and 2000

Product	Number of Producers Selling Product Direct		Percent 1/		Gross Value of Direct Sales		Percent Sold Direct		Derived Gross Value of Sales	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars				*1,000 dollars*	
Bedding Plants	960	1,172	69	44	21,638	49,370	63	63	34,150	78,033
Floral and Foliage Plants	532	794	38	30	14,143	19,333	62	47	22,674	41,378
Cut Flowers 2/	-	471	-	18	-	4,827	-	58	-	8,318
Trees and Shrubs	372	646	27	24	7,012	21,755	75	48	9,397	45,733
Herbs, Potted and Dried	173	397	12	15	725	2,014	93	31	776	6,437
Christmas Trees 3/	-	1,039	-	39	-	7,880	-	30	-	26,066
All Other	102	557	7	21	1,647	2,096	52	16	3,171	13,211
TOTAL	**1,400**	**2,641**	**100**	**100**	**45,165**	**107,275**	**64**	**49**	**70,168**	**219,176**

1/ Most producers sold more than one product.
2/ Included with floral and foliage plants in 1987.
3/ Included with other agricultural products in 1987.

MISCELLANEOUS AGRICULTURAL PRODUCTS by Kind

The value of direct sales of a number of miscellaneous agricultural products totaled $35.1 million for 2,701 producers, with average sales per farm of $1,300. Cider accounted for $5.54 million and maple $4.80 million. Direct sales for all miscellaneous products represented 48 percent of the value of gross sales of these products by those selling direct. In order of importance, farm buildings, roadside markets, other methods, and retail farmers markets were the leading sales outlets used.

Table 13: Number of Miscellaneous Agricultural Product Producers Marketing Products Directly to Consumers and Value of These Products, by Method of Sales, 1987 and 2000 1/

	Number of Producers		Percent 2/		Value		Percent	
	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars			
Roadside Market	109	479	8	18	2,247	14,224	28	41
Open Stand	119	267	9	10	112	891	1	2
Pick Your Own	0	59	0	2	0	197	0	1
Farm Building	925	1,258	71	47	3,434	12,391	43	35
Retail Farmers' Market	188	430	14	16	858	2,916	11	8
Other	240	838	18	31	1,339	4,500	17	13
TOTAL	**1,302**	**2,701**	**100**	**100**	**7,990**	**35,119**	**100**	**100**

1/ Some producers used more than one method of sale.

Table 14: Number of Miscellaneous Agricultural Product Producers Marketing Products Directly to Consumers and Value of These Products, by Product, 1987 and 2000

Product	Number of Producers Selling Product Direct		Percent 1/		Gross Value of Direct Sales		Percent Sold Direct		Derived Gross Value of Sales	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
					1,000 dollars				*1,000 dollars*	
Cider	187	341	14	13	1,666	5,539	74	59	2,265	9,397
Fresh Grape Juice	31	22	2	1	297	282	97	50	307	568
Preserves	19	219	1	8	6	950	100	21	4	4,422
Honey	191	493	15	18	173	1,762	37	18	475	9,824
Maple Products	661	809	51	30	1,708	4,801	49	43	3,511	11,256
All Other	334	1,403	25	52	4,141	21,785	45	59	9,273	37,093
TOTAL	**1,302**	**2,701**	**100**	**100**	**7,991**	**35,119**	**50**	**48**	**15,835**	**72,560**

1/ Some producers sold more than one product.

MONTHS OF OPERATION

The indicated 6,667 producers selling direct to consumers in 2000 reported a total of 10,015 direct marketing outlets or methods of sale used. Over one-half of these outlets were used four months or less during the year. The majority of the open stands, pick your own, and farmers' markets fell into this category.

Roadside markets and farm buildings were generally used for a longer period of time, with many of these outlets open year round. About one-fourth of the outlets were open for 12 months during the year. Almost 43 percent of the outlets staying open for 12 months were sales from farm building. Nearly 17 percent of the total outlets were used for only 1 month.

Table 15: Number of Farmers Marketing Directly to Consumers Classified by Number of Months Sales Method was Used, 2000

Method of Sale	Number of Months Direct Marketing Method was Used												
	1	2	3	4	5	6	7	8	9	10	11	12	Total
Roadside Market	56	93	82	141	70	148	56	52	74	30	15	226	1,043
Open Stand	349	260	304	245	163	160	41	22	22	0	0	56	1,622
Pick Your Own	723	471	119	52	48	48	7	0	0	0	0	7	1,475
Farm Building	260	241	156	163	108	200	48	74	52	48	7	1,031	2,388
Farmers' Market	178	111	245	286	223	278	137	63	30	11	7	122	1,691
Other	137	119	141	108	41	189	41	33	15	33	4	935	1,796
TOTAL	**1,703**	**1,295**	**1,047**	**995**	**653**	**1,023**	**330**	**244**	**193**	**122**	**33**	**2,377**	**10,015**

DIRECT MARKETING METHODS by Gross Value of Sales

Of the 6,667 producers selling direct to consumers, 45 percent had total gross value of sales of less than $10,000, while 17 percent were classified as having sales of more than $100,000. The largest number of operations, 1,004 *(or 15 percent)*, were in the $10,000-$19,999 sales class.

An analysis of table 16 shows that 35 percent of farms *(349 out of 1,004)* in the $10,000-$19,999 sales class utilize a farm building as a direct marketing outlet. Similar comparisons can be made for each type of marketing method by the appropriate sales. Of the 1,866 producers selling direct wholesale, only 12 percent had total gross value of sales of less than $10,000 while 26 percent were classified as having sales of more than $100,000.

Table 17 gives an indication of the average value of direct sales by sales class.

Table 16: Distribution of Direct Marketing Operations by Gross Value of Sales and Marketing Method, New York, 1987 and 2000

Gross Value of Sales	Type of Outlet													
	Roadside Market		Open Stand		Pick Your Own		Farm Building		Retail Farmers' Market		Other		Net Total 1/	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
Less than $1,000	155	7	41	30	11	15	141	22	13	8	155	11	406	70
$1,000 - $2,499	26	40	189	260	116	208	439	300	84	269	30	249	788	997
$2,500 - $4,999	18	69	159	234	107	237	502	360	57	197	24	304	840	975
$5,000 - $9,999	38	80	57	241	125	204	364	386	132	246	210	304	878	949
$10,000 - $19,999	77	99	149	260	123	189	648	349	90	276	52	282	1,013	1,004
$20,000 - $39,999	58	146	119	174	45	163	227	337	89	223	47	226	527	808
$40,000 - $99,999	145	190	110	178	98	167	342	267	90	166	477	174	665	705
$100,000 - $149,999	241	186	141	126	92	145	324	219	127	200	94	122	722	602
$150,000 - $499,999	73	109	26	78	20	89	93	78	30	53	23	63	196	295
$500,000+	28	117	11	41	11	58	30	70	0	53	18	61	90	262
TOTAL	**859**	**1,043**	**1,002**	**1,622**	**748**	**1,475**	**3,110**	**2,388**	**712**	**1,691**	**1,130**	**1,796**	**6,125**	**6,667**

1/ Totals do not add across as operations may be utilizing more than one direct marketing method.

Table 17: Number of Producers and Average Value of Direct Marketing Sales, by Gross Value of Sales, New York, 1987 and 2000

Gross Value of Sales	Direct to Consumers				Direct Wholesale			
	Number		Average Value of Sales		Number		Average Value of Sales	
	1987	2000	1987	2000	1987	2000	1987	2000
			Dollars				*Dollars*	
Less than $1,000	406	70	621	729	211	8	158	548
$1,000 - $2,499	788	991	1,485	1,722	379	159	998	1,382
$2,500 - $4,999	840	976	2,533	3,292	231	201	1,726	1,465
$5,000 - $9,999	878	953	3,601	5,876	155	216	3,575	4,093
$10,000 - $19,999	1,013	1,005	7,383	11,013	406	269	5,460	7,094
$20,000 - $39,999	527	805	13,174	19,533	305	272	11,003	12,693
$40,000 - $99,999	665	705	23,835	43,684	315	257	19,578	24,960
$100,000 - $149,999	722	605	50,255	82,420	453	235	45,315	52,759
$150,000 - $499,999	196	293	108,798	140,065	174	102	195,987	134,185
$500,000+	90	264	196,301	270,312	105	147	572,666	666,739
TOTAL	**6,125**	**6,667**	**18,328**	**34,530**	**2,734**	**1,866**	**46,768**	**73,797**

MARKET LOCATION
by Type of Road

Fifty-eight percent of the direct marketing outlets in New York were located on paved county or town roads. The next most common location was on other U.S. or State highways, which accounted for 21 percent of the total outlets. Of the 1,043 roadside markets, 52 percent were located on paved county or town roads, as were 61 percent of the open stands and 70 percent of the pick your own outlets. Seventy-three percent of the farm building outlets were on paved county or town roads. Fifty-one percent of the retail farmers' markets were located on city streets.

Table 18: Number of Direct Marketing Outlets by Location and Type of Outlet, New York, 1987 and 2000

Location by Type of Road	Type of Outlet: Roadside Market		Open Stand		Pick Your Own		Farm Building		Retail Farmers' Market		Total 1/	
	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000	1987	2000
Interchange of Interstate Highway	12	18	7	11	7	15	0	30	0	42	26	116
Divided U.S. or State Highway	42	77	90	78	18	42	19	52	25	53	194	302
Other U.S. or State Highway	287	378	358	451	187	281	427	381	169	264	1,428	1,755
Paved County/Town Road	480	544	511	992	412	1,026	2,307	1,748	36	456	3,746	4,766
City Street	38	11	29	56	30	11	122	33	469	861	688	972
Unpaved Road	0	15	7	34	94	100	235	144	13	15	349	308
TOTAL	**859**	**1,043**	**1,002**	**1,622**	**748**	**1,475**	**3,110**	**2,388**	**712**	**1,691**	**6,431**	**8,219**

1/ Excludes "other" methods of sale.

DISTANCES TRAVELED BY MAJORITY OF CUSTOMERS

The average distance farmers travel to farmers' markets varied greatly. Some farmers traveled over 100 miles. However, over half of the farmers traveled less than 25 miles and over one-fourth of the farmers traveled less than 15 miles.

Over half of the farmers that regularly attend farmers' markets only attend 1 market per week. Twenty-five percent attended 2 per week; 13 percent, 3 per week; 5 percent, 4 per week; and 3 percent attended 5 or more per week. Some farms were regularly represented at more than one market on the same day.

Table 19: Number of Farmers' Markets Regularly Attended Per Week by Farmers, New York, 1987 and 2000

Attended per Week	Farmers Regularly Attending			
	Number		Percent	
	1987	2000	1987	2000
1	387	890	54	53
2	157	419	22	25
3	72	219	10	13
4	75	78	11	5
5	7	30	1	2
6	0	19	0	1
7	0	11	0	1/
8	0	7	0	1/
9	0	4	0	1/
10	7	11	1	1/
11	0	3	0	1/
12	7	-	1	-
TOTAL	**712**	**1,691**	**100**	**100**

1/ Less than 1 percent.

Table 20: Average Distance Traveled to Farmers' Markets by Farmers, New York, 1987 and 2000

Miles Traveled	Farmers			
	Number		Percent	
	1987	2000	1987	2000
1-4	26	113	4	7
5-9	90	183	12	11
10-14	89	213	12	13
15-19	39	160	5	9
20-24	61	246	9	14
25-49	207	423	29	25
50-74	68	160	10	9
75-99	75	80	11	5
100+	57	113	8	7
TOTAL	**712**	**1,691**	**100**	**100**

DIRECT MARKETING CHANGES IN NEXT 5 YEARS

Each producer was asked, "During the next 5 years what changes are planned for this direct marketing operation?" For each type of outlet they were asked to selected only one of the six possible responses as shown in Table 21.

The majority of direct marketers surveyed either plan on expanding from their current operation or making no significant changes during the next 5 years.

A small percentage indicated they would reduce operations from the current level. More producers planned to start using the indicated method of sale than planned to eliminate it from their operation.

Twenty-nine percent of the producers with a roadside market planned on expanding this outlet during the next 5 years. Twenty-nine percent plan to expand the use of retail farmers' markets.

Table 21: Planned Changes in Direct Marketing During the Next 5 Years, by Type of Outlet, New York, 2000

Type of Outlet	Indicated Plans by Type of Outlet						
	Expand	No Change	Reduce	Start-Up	Eliminate	Don't Know	Total
	Percent of Total						
Roadside Market	29	41	3	11	3	13	100
Open Stand	23	44	6	7	3	17	100
Pick Your Own	24	43	8	7	3	15	100
Farm Building	27	44	5	2	2	20	100
Retail Farmers' Market	29	36	7	6	3	19	100
Other	27	34	3	8	3	25	100

WHOLESALE DIRECT MARKETING
by Type of Purchaser

A total of 1,866 producers were indicated to have sold products direct wholesale with a total value of $138 million. Nursery and greenhouse producers accounted for $75.3 million and 55 percent of the total. Vegetables ranked second with a value of $22.3 million and 16 percent of the total. Meat, poultry and dairy products totaled $13.6 million and 10 percent of the total. Fruits and berries sold wholesale direct were valued at $12.9 million, forest products, $2.4 million, and miscellaneous other products $10.9 million.

More than half of the direct wholesale value was from sales to retail stores and totaled $72.7 million. Direct wholesale to other growers totaled $56.0 million, or 41 percent of the total. Direct sales to restaurants were indicated to be $4.0 million, and to public institutions, $1.9 million. The remaining sales were to schools and private institutions and totaled about 3.1 million.

Table 22: Number of Agricultural Producers Marketing Products Directly, to Other Growers, Retail Stores, Restaurants, Schools, Public or Private Institutions, and Gross Value of Direct Wholesale Sales, by Type of Purchaser, New York, 2000

Product	Number of Producers	Direct Wholesale Gross Value	Value by Type of Purchaser: Other Growers	Retail Stores	Restaurants	Schools	Public Inst.	Private Inst.
		1,000 dollars						
Fruit and Berries	338	12,874	4,124	8,001	231	99	75	344
Vegetables	419	22,672	3,001	19,188	364	49	24	46
Meat, Poultry and Dairy Products	237	13,557	4,225	6,071	2,913	138	100	110
Nursery and Greenhouse	653	75,321	37,383	34,150	76	1,382	1,694	636
Forest Products	141	2,350	1,745	485	-	-	6	114
Miscellaneous Products	438	10,931	5,502	4,848	399	44	28	110
All Products	1,866	137,705	55,980	72,743	3,983	1,712	1,927	1,360

DIRECT MARKETING PERCENT OF GROSS SALES

Producers who marketed products directly to consumers or who wholesale direct marketed products were asked "What percent of your gross value of sales was attributed to direct marketing in 1995 and in 2000?" The table below shows the count of these producers for both years by the percent of sales attributed to direct marketing. In 2000 there were 739 producers that direct marketed products but did not in 1995. In 1995, 4,870 of the producers derived more than half of their gross value of sales from direct marketing. By 2000 this number had increased to 5,571 producers. In 2000, 4,394 producers had 90 percent or more of their gross value of sales attributed to direct marketing, an increase of 599 from 1995.

Table 23: Number of Direct Marketers Classified by the Percent of Gross Value of Sales Attributed to Direct Marketing, New York, 1995 and 2000

Percent of Gross Value of Sales	Number of Direct Marketers	
	1995	2000
0	739	0
1-4	273	292
5-9	186	213
10-19	312	300
20-29	265	273
30-39	150	134
40-49	138	150
50-59	387	379
60-69	150	158
70-79	257	312
80-89	281	328
90-100	3,795	4,394
TOTAL	**6,933**	**6,933**

IMPORTANCE OF DIRECT MARKETING

	1987	2000
Number of Direct Marketers	6,941	6,933
Percent of Direct Marketers saying the production and sale of agricultural products was:		
1. Their principal source of income	33	30
2. A supplemental source of income	67	70
Percent of Direct Marketers saying direct marketing was:		
1. Essential to the operation	44	53
2. Important to the operation	38	35
3. Not important to the operation	18	12

Direct marketing producers were asked if the production and sale of agricultural commodities was their principal or supplemental source of income. Of the 6,933 producers 30 percent said their principal source of income was from agriculture.

The producers were also asked if direct marketing was essential, important, or not important to the operation. Over half of the producers said direct marketing was essential and slightly over a third said it was important. Only 12 percent said it was not important to the operation.

EMPLOYEES

There were 30,507 employees involved with direct marketing operations during 2000. Thirty-eight percent of them were unpaid workers, most of which were family members. Nine percent were paid employees that worked full time *(40 or more hours per week)* all year. Thirteen percent were paid employees that worked full time only during certain periods of the year. Three percent worked full time during certain periods and part time during the rest of the year. Four percent worked part time all year. Thirty-three percent only worked part time during certain periods.

Table 24: Number of Employees Involved in Direct Marketing Operations Classified by the Type of Employee, New York, 1987 and 2000

Type of Employee	Number of Employees 1/		Percent of Total	
	1987	2000	1987	2000
Unpaid Workers	14,180	11,464	44	38
Paid Workers	17,795	19,043	56	62
Full Time/Year Round	4,338	2,779	14	9
Full Time/Seasonal	4,165	4,003	13	13
Full Time/Seasonal & Part Time/Year Round	645	864	2	3
Part Time/Year Round	1,571	1,128	5	4
Part Time/Seasonal	7,256	10,269	22	33
TOTAL WORKERS	**32,155**	**30,507**	**100**	**100**

1/ Includes farm operator

REASON FOR DIRECT MARKETING

Table 25: Principal Reasons Given for Selling Directly to Consumers, New York, 1987 and 2000

Reason	Percent of Producers 1/	
	1987	2000
Extra Income for Operation	73	57
Social Contact With Consumers	42	16
Good Location Available	41	43
Economic Necessity	40	58
Perishable Product	23	37
Insufficient Land or Production	16	25
Inherited the Farm and Outlet	7	9
Other	9	8

1/ Most producers cited more than one reason.

The principle reason producers gave for selling products directly to consumers was because of economic necessity. Fifty-eight percent said this was their principle reason for direct marketing. Fifty-seven percent indicated they did it for extra income for the operation, 43 percent because a good location was available, and 37 percent due to perishable products. Most cited more than one reason for selling direct to consumers.

MONEY SPENT ON ADVERTISING

Table 26: Number of Direct Marketing Producers Classified by Amount Spent on Advertising, New York, 1987 and 2000

Dollars Spent	Number of Operations 1987	Number of Operations 2000	Percent of Operations 1987	Percent of Operations 2000
0	4,394	3,849	63	56
1-499	1,718	1,785	25	26
500-999	340	360	5	5
1,000-1,499	157	219	2	3
1,500-1,999	51	100	1	1
2,000+	281	620	4	9
TOTAL	**6,941**	**6,933**	**100**	**100**

Fifty-six percent of the 6,933 direct marketing producers did not spend any money for advertising during 2000. Twenty-six percent of the producers spent an average of less than $500. The average mount of money spent by all direct marketers was $955. The average amount spent by the direct marketers that did advertise was $2,146. Nine percent of the producers spent more than $2,000 in 2000, up from only 4 percent in 1987.

SOURCES OF INFORMATION

Direct marketing producers were asked to enter a check mark next to each source of information or assistance on direct marketing they have used. The table below shows the percent of total producers checking each source. Most producers checked more than one source.

Nearly all producers relied on their own direct marketing experience. About half obtained information or assistance from other farms and the Cornell Cooperative Extension Service. Approximately a third of the producers used trade journals or magazines and the New York State Department of Agriculture and Markets.

Table 27: Sources of Information or Assistance Used for Direct Marketing, New York, 1987 and 2000

Source	Percent Using Source 1/ 1987	Percent Using Source 1/ 2000
Own Experience	92	96
Other Farmers	49	48
Cornell Cooperative Extension	47	43
Trade Journals or Magazines	36	37
New York State Department of Agriculture & Markets	19	26
Direct Marketing Conferences	10	17
New York State Farmers Direct Marketing Association	3	10
Retail Farmers' Market Manager	3	5
Farmers' Market Federation of New York	2/	4
Farm Associations	2/	19
Other	9	7

1/ Most producers used more than one source of information.
2/ Not asked in 1987.

ACTIVITIES OFFERED

A farm tour was the most common type of business activity offered by direct marketing operations, with 20 percent reporting this as an attraction. Mail order/Internet was next with 9 percent offering this service. Gift shops were reported by 7 percent, petting animals by 6 percent, hay rides by 6 percent and picnicking by 5 percent. Some operations offered none of the business activities listed while others reported more than one activity.

Table 28: Business Activities Offered by Direct Marketing Operations, New York, 2000

Activity	Number of Operations	Percent of Operations
Farm Tour	1,403	20
Festivals	289	4
Bed/Breakfast	41	1/
Petting Animals	416	6
Hay Rides	423	6
Picnicking	330	5
Other Recreational Activities	260	4
Café/Restaurant *(eat in)*	78	1
Deli/Sandwich Shop *(takeout)*	59	1/
Ice Cream Shop	96	1
Food Processing	238	3
Gift Shop	505	7
Mail Order/Internet	605	9
Bakery	219	3
Other	457	7

1/ Less than 1 percent.

SOURCE OF INCOME

Seventy-nine percent of the direct marketing operations derive from 75 to 100 percent of their total sales from products produced on the operation, as opposed to buying a product and reselling it. Thirteen percent of the operations reported less than 25 percent of sales was from products they produced. Only 8 percent of the operations fell into the 25 to 74 percent range.

Table 29: Percent of Total Direct Marketing Sales Coming from Products Produced by the Operation, New York, 2000

Percent of Sales	Number of Operations	Percent of Operations
0-24	854	13
25-49	174	2
50-74	397	6
75-100	5,508	79
TOTAL	**6,933**	**100**

DIRECT MARKETING CROPLAND

Table 30: Percent of Cropland Having Crops Harvested for Direct Marketing by Direct Marketing Operations, New York, 2000

Percent of Cropland	Number of Operations	Percent of Operations
0-24	2,611	38
25-49	531	8
50-74	642	9
75-100	3,149	45
TOTAL	**6,933**	**100**

Forty-five percent of the direct marketing operations devote over three-fourths of their cropland acreage to direct marketing. Thirty-eight percent of the operations used less than one-fourth of their cropland for direct marketing. Only 17 percent fell into the 25 to 74 percent range. On average, 44 percent of cropland operated by direct marketers had crops harvested for direct marketing.

BARRIERS TO EXPANSION

Thirty-six percent of the direct marketing operations reported they had no obstacles or barriers to expand their businesses. Labor availability was the most common obstacle, with 26 percent of the operations reporting this. Competition from other farm or non-farm outlets were obstacles for just under one-fifth of the marketers. Location of the farm was reported as an obstacle for 17 percent, as was uncertainty over the future of the farming operation. Zoning or land use restrictions was reported by only 9 percent of the direct marketing operations.

Table 31: Obstacles or Barriers to Growth of Direct Marketing, New York, 2000

Obstacle or Barrier	Number of Operations	Percent of Operations
None	2,513	36
Location	1,158	17
Labor Availability	1,781	26
Zoning or Land Use Restrictions	653	9
Signage Restrictions	735	11
Availability of Farmers' Markets	334	5
Competition from Other Farm Outlets	1,273	18
Competition from Non-Farm Outlets	1,318	19
Future of Farm Uncertain	1,188	17
Other	1,273	18

PURPOSE OF SURVEY

The purpose of the 2000 New York State Direct Marketing Survey was to obtain up-to-date information on the nature, extent, and economic value of direct marketing by agricultural producers in New York. The information is for use by farmers and agricultural leaders in industry and government to under- stand the role that direct marketing plays in the state's agricultural economy.

The survey measures a number of important characteristics of direct marketing in New York. Among these are the number of producers marketing directly to consumers and other buyers and the direct marketing methods used by these producers. Sales were broken down into specific types of products and the volume of these products marketed directly. The number of jobs attributed to direct marketing was also measured.

Other information provided includes some social and economic characteristics of producers who market directly, trends and projections of direct marketing activity, and sources of direct marketing information used by producers.

A primary emphasis of the survey was on "retail" direct marketing by farmers and other agricultural producers to individual consumers through roadside markets, open stands, farm buildings, pick-your-own farms, and other methods. A secondary emphasis was on "wholesale" direct marketing by producers to retail stores, restaurants, institutions, and other buyers.

During the 1970's, 1980's and early 1990's, direct marketing activity grew rapidly in New York State in response to a need by farmers for a means to cope with the rapid rise in production costs. During the late 1990's, increasing consumer interest in purchasing fresh foods - especially fresh fruits and vegetables - continued to stimulate direct marketing activity.

While there is evidence that direct marketing is a major source of farm income and employment in New York State and may be responsible for the economic survival of many farm operations, comprehensive statistical data were needed to document this for agricultural producers and policy-makers. Data provided in this publication help meet that need.

PREVIOUS SURVEYS

The last comprehensive Direct Marketing Survey was conducted in 1988 by the New York Agricultural Statistics Service. Results showed there were 6,125 farms involved in direct marketing with sales totaling over $112 million.

Prior to this, the Farmer-to-Consumer Direct Marketing Action of 1976 provided funds to states to initiate or expand direct marketing programs. This funding enabled the United States Department of Agriculture to conduct direct marketing statistical surveys in 16 states.

The states surveyed in 1979-1980 were California, Colorado, Connecticut, Delaware, Illinois, Maine, Maryland, Massachusetts, Missouri, New Hampshire, New York, Rhode Island, Tennessee, Texas, Vermont, and Wisconsin. The 65,000 farmers, who were surveyed, reported $386 million worth of direct sales. Of all the states surveyed, New York was #1 in the value of products sold directly to consumers with $86.3 million in total direct sales.

Results of these surveys were published in February, 1982 in Statistical Bulletin Number 681, “Farmer-to-Consumer Direct Marketing, Selected States, 1979-80,” Economic Research Service, United States Department of Agriculture (USDA).

Earlier surveys had been conducted in Indiana, Michigan, New Jersey, North Carolina, Ohio, and Pennsylvania, and the results published by USDA in A1B-436, July 1980.

DIRECT MARKETING CONCEPTS

Direct marketing includes two types of sales. First is direct sales to consumers and second is wholesale direct sales.

Direct farmer-to-consumer marketing includes any method of which farmers sell their products directly to consumers. Wholesale direct sales covers the marketing of products to other growers, stores, restaurants, schools, and institutions. This study covers the extent of direct marketing of farm products in New York during 2000.

There are both economic advantages and disadvantages in direct marketing. Farmers can increase their incomes by obtaining higher prices, reducing costs, or putting under employed resources to better use. Consumers benefit from lower per-unit prices and higher quality products.

A prime disadvantage to farmers is that the total volume of product in a given area that can be sold during a specified time period is limited by the number of consumers in the area. Since many agricultural products are highly perishable and must be consumed quickly, the local demand may be insufficient to absorb local supplies.

With pick-you-own methods, there is risk from adverse weather and insufficient number of customers, especially during critical periods of maturity. There is also risk associated with consumer injuries while on farmers' property, as well as possible damage to crops and property by consumers while on the farmers' land.

Disadvantages to consumers include the time and expenses involved in going to the farmer's place of business and lack of experience in harvesting or judging the quality and maturity of produce.

DIRECT MARKETING TERMS AND DEFINITIONS

DIRECT MARKETING TO CONSUMERS is the selling of agricultural products, by the producer, directly to consumers. Methods of selling these products may be through a roadside market, an open stand, a pick your own operation, from an off highway farm building, from a retail farmers' market, or other means such as by mail order or a delivery route.

WHOLESALE DIRECT MARKETING is the selling of agricultural products, by the producer, to retail stores, restaurants, schools, or other institutions, or other growers for sale to consumers. *(Other growers may buy these products to complement their products at their roadside stand, etc.).*

AN ENCLOSED ROADSIDE MARKET is an enclosed, store-like structure, located along side a highway or other public road, used for the direct marketing of locally grown and/or produced agricultural products by a single owner-operator. Enclosed roadside marketing resemble retail stores in that they permit consumers to enter and shop from product displays. They may be free-standing or part of another structure, and may include an area for processing and storage of farm products. Many enclosed roadside markets have garage-type doors that can be opened for display and customer access purposes.

The highway-oriented nature and location of enclosed roadside markets differentiates them from off-highway **Farm Building** outlets *(see page 9)*. Enclosed roadside markets may be called "roadside farm market," "farm markets," "roadside farm stands," or "farm stands" by their proprietors. Not all enclosed roadside markets are operated by agricultural products.

AN OPEN STAND is a small, free-standing, shed-type or open-frame structure, located alongside a highway or other public roads, from which a producer sells farm products directly to consumers through a "window" opening where products are also displayed. Due to their small size and simple construction, open stands lack running water, refrigeration, and electricity. They may be shuttered when not in operation, or may be left open to the elements. A card table or farm wagon does **NOT** qualify as an open stand *(see **OTHER**, page 9)*.

A PICK YOUR OWN OPERATION is a farm which permit consumers to pick or harvest farm products, such as fruits, vegetables, flowers, and Christmas trees for purchase by consumers.

Such farms may also sell already picked or harvested products from an enclosed roadside market, open stand, or farm building operated in conjunction with the "pick-your-own" operation. In such a case, the farm is considered to be utilizing more than one direct marketing methods. "Pick-your-own" farms are also referred to as "U-Pick" operations.

A FARM BUILDING (OFF HIGHWAY) is a building - or a portion of a building - located on a farm off the highway, and used

DIRECT MARKETING TERMS AND DEFINITIONS *(Continued)*

for the direct marketing of agricultural products. Sales may occur inside the building or through an opening in the side of the building.

Farm buildings are "off highway" in the sense that the buildings in which the retail sales occur are part of the farmstead and not separate roadside structures.

Producers who utilize farm buildings as direct marketing outlets commonly sell a narrower range of products than operators of enclosed roadside markets, and generally only products they have produced themselves. Products typically sold by producers from farm buildings include dairy products, meat, poultry, eggs, wine, maple syrup, and honey.

Retail outlets at wineries are considered farm buildings. Roadside wine shops operated separately from wineries by producers are considered enclosed roadside markets.

A RETAIL FARMERS' MARKET is a building, structure, or place used by two or more agricultural producers for the direct marketing of agricultural products.

The majority of farmers' markets are open-air locations in cities or villages, such as parking lots or plazas, at which groups of producers sell locally grown or produced agricultural products directly from pick-up trucks to individual consumers one or more times per week during the harvest season.

Some farmers' markets possess permanent shed structure that provide shelter from inclement weather, and in some cases can be closed and heated to permit direct marketing on a year-round basis.

OTHER METHODS of direct marketing include:

(1) Mail order sales

(2) Retail delivery routes

(3) Truck sales *(individual truck)*

(4) Roadside table or wagon

(5) "Club" sales *(i.e. wine)*

(6) Community supported agriculture

SURVEY PROCEDURES AND SAMPLING

Lists of all known direct marketing operations were merged with the existing list of farmers maintained by the New York Agricultural Statistics Service. Wineries were excluded from this list. A report covering this industry is available on our web site under special reports. The resulting list was stratified into groups of farms believed to be alike with respect to the types of commodities grown and the expected proportion of these producers to be involved in direct marketing. A representative list of operations from each stratum was selected for the survey. The sample unit was the selected name on the list. The reporting unit included all farms associated with the sampled list name.

In addition to the list sample, because no list is ever complete, a sample of the State's land area was used to account for farms not on the list. A land area sampling frame is maintained by the New York Agricultural Statistics Service. It is stratified by expected land use as follows: (1) heavily cultivated land, (2) less heavily cultivated land, (3) residential or ag-urban land, with potential for agriculture use, (4) pasture or grazing land, and (5) completely non-agricultural land.

Sample units are land areas of about a square mile each in the ag strata and are expected to contain at least one resident farm operation. Smaller sample areas are used in the ag-urban and residential strata for statistical efficiency. Each land area sample unit is called a segment and is outlined on a map or aerial photograph to insure that the interviewer fully accounts for all agricultural operations in the sampled area. The reporting unit was the entire farm operation of each producer found in the sampled areas who was not on the sampled list. Data obtained from the farmers were expanded and added to the expanded data from the list sample to produce the State totals and averages.

The list frame is efficient because it represents most of the farms doing direct marketing. The area sample was necessary to provide data for farms missing from the list. The combined results are unbiased and more precise than could be obtained by either method by itself.